

Historic, Archive Document

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1899

TRADE



MARK

1920



Field of Gilbert's Irish Grey Melons ready for shipment



Same Field shown above, four weeks later ready to harvest seed

D. H. GILBERT, *Seed Grower*

MONTICELLO, FLORIDA

Largest Exclusive Grower of Watermelon Seed in the World.



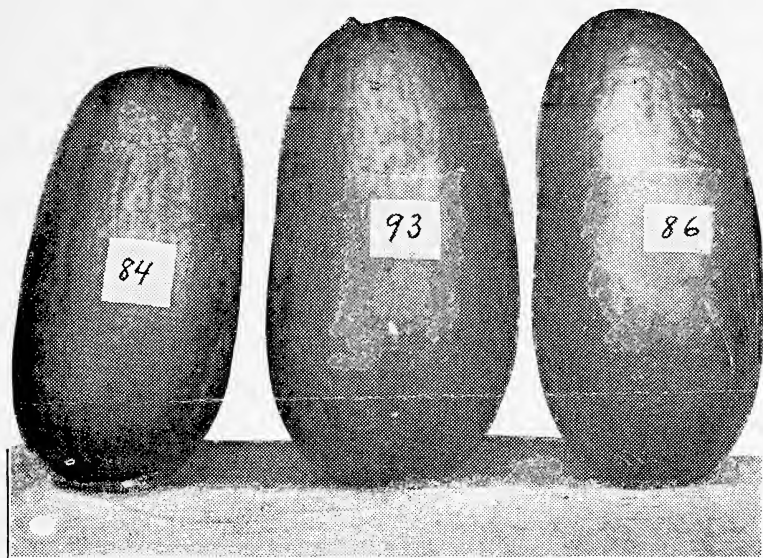
I am a farmer's son and followed the plow. I grew up among farmers and gardeners, and very early learned that high-grade selected seeds were absolutely necessary for best success.

I have followed seed-growing for twenty years; my business shows that my seeds and efforts have both been a success, and are appreciated by those who know what good seeds are.

It is my privilege to serve many firms and individuals; I have tried to make of them not only customers, but friends; to go a little further than the formal relations of life, and to create a feeling of personal good will. For your preference I have the liveliest feeling of appreciation, and I beg you to accept this as a personal expression of my gratitude, and I beg once more to convey to you my thanks, my appreciation, and an expression of my heartiest good will, and hopes for the future.

Sincerely,

D. H. GILBERT.



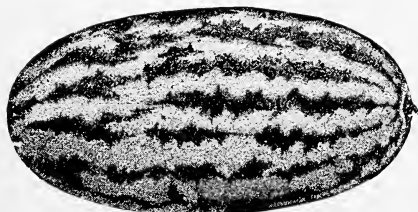
NEW "EXCEL"

"EXCEL" produces melons eighteen to twenty-two inches long, by twelve to sixteen inches in diameter, and weighing from forty to sixty pounds; the dark green rind, indistinctly striped with a shade lighter green, is tough and easily withstands far distant shipment. The deep red flesh is crisp, melting and of finest flavor, entirely free from core or hard centers. Heart large and very firm with unusually small seed cavity.

SPECIAL NOTICE: In perfecting the type of this melon, there was intentionally bred into it two colors of seed (white with black tips and dark seed). While one melon will not have two colors of seed, yet each of the two colors of seed produces melons exactly alike in every respect; this was done to bring together new blood which assures the very finest specimens. I mention this that you will not question the quality when you receive the seeds mixed with two colors.

Price \$1.00 lb.

NOTE: The supply of Excel seed is very short again this season, and no doubt will all be sold before planting season is over.



Alabama Sweet

This is a fine shipper. My seeds are planted extensively by many of the most successful Texas and other Southern growers.

The rind is dark green, marked with still deeper green mottled stripe, and while thin, it is very tough, making the melon a first-class shipper. The flesh is bright red, fine-grained, sweet and luscious, entirely stringless and very firm. The seeds are white, slightly tipped with

brown, and are firmly set in small cavities near the rind. Price 50c lb.



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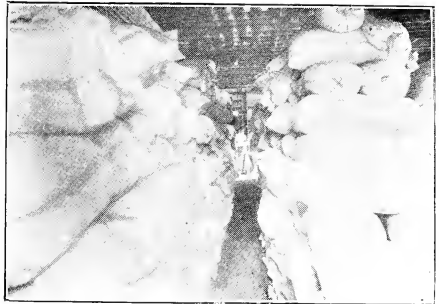
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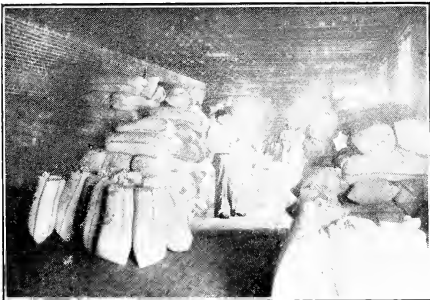
Main Office
From this office your letters are answered



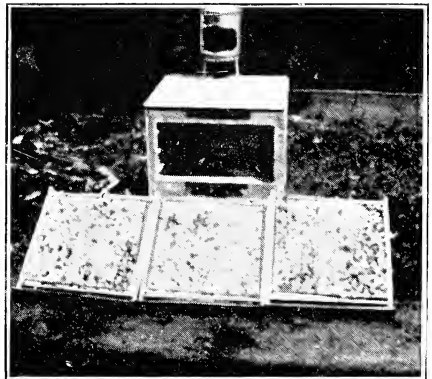
Filing crop inspection reports



Showing seed recleaned, weighed and tested for germination, ready for shipment

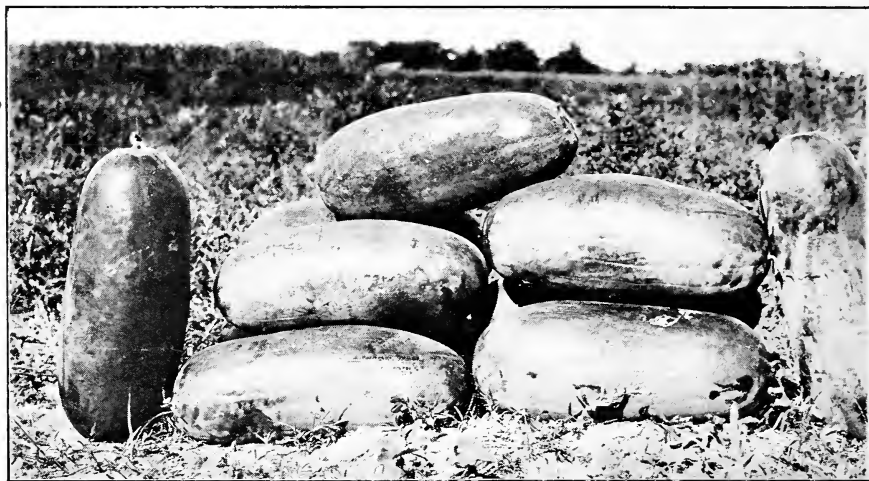


Showing Seed on top floor of Warehouse as delivered from farms



Test Trays

Every lot of seed must show a high germination test before it's used. This is a special seed tester. A special mill is also used for recleaning.



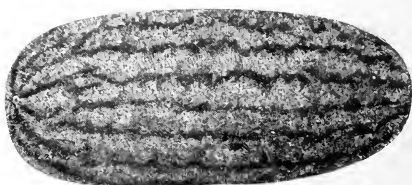
TOM WATSON—"SPECIAL"

The above photograph was taken from a number of Tom Watson melons weighing more than 50 pounds each, and was selected from the very best melons in every particular from fields grown especially for seed, no seed saved from melons that were not perfect types, and I am not offering this season the general crop saved seed, only my "SPECIAL DEPENDABILITY" brand. I will not give here a detailed description of the Tom Watson; we all know what it is. The main thing is to get the very best seed and not pay too much for it, and I only wish to say in this connection that no better quality of seed is obtainable; and when you come to compare the price with that of the ordinary field run seed you will have to admit that my price is reasonable. Price 60c lb. Special price 100 to 1,000-pound lots.

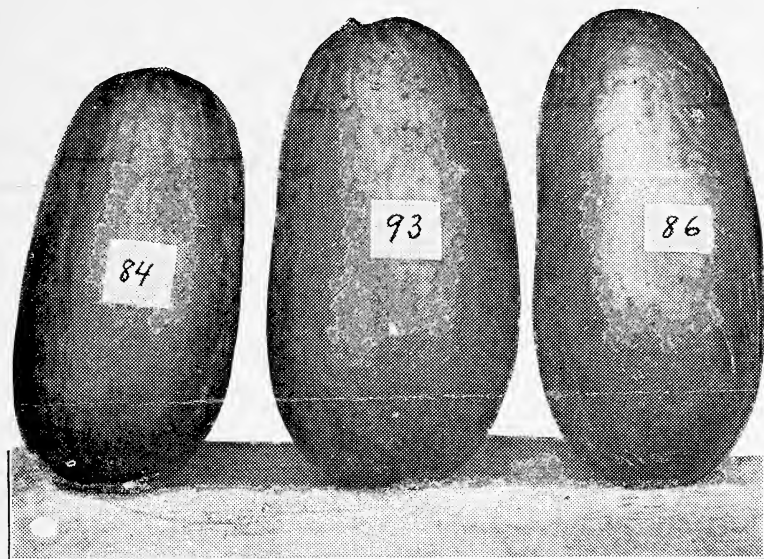
Prices in this catalogue are net, and if you desire seeds to go by Mail add 5c pound to the price. Express or Freight can go charges collect.

This is claimed to be a cross of the Pierson and Rattlesnake. It is of oblong shape, large size, rind dark, with light green stripes; flesh light crimson; very crisp and deliciously sweet, seed light creamy white color; one of the earliest and best melons grown.

Price, 50c lb.



Florida Favorite



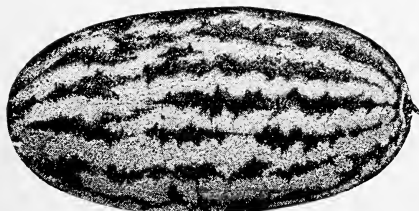
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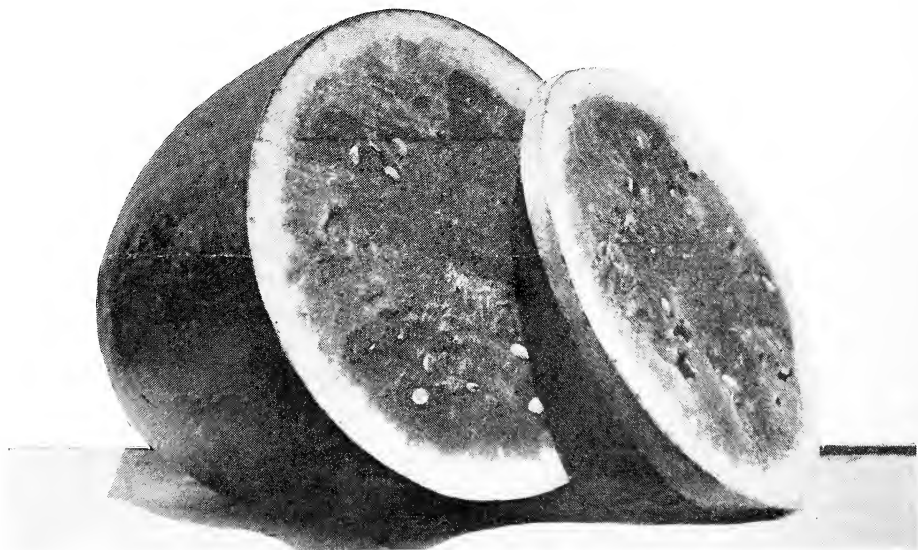
The rind is dark green, marked with still deeper green mottled stripe, and while thin, it is very tough, making the melon a first-class shipper. The flesh is bright red, fine-grained, sweet and luscious, entirely stringless and very firm. The seeds are white, slightly tipped with

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NEW WATERMELON—GILBERT'S IRISH GREY

The above photograph shows "IRISH GREY" melon selected from the field shown on front page, weight 54 pounds.



"IRISH GREY"

Sliced two weeks after being picked, note the unusual large amount of edible flesh and so few seeds, "sweet to the rind and firm."

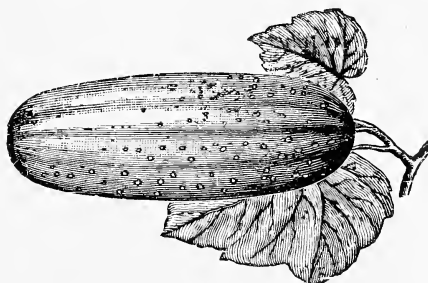
"IRISH GREY" is a distinct and very valuable melon, the productiveness is wonderful, producing more good merchantable melons under the same condition than any other variety, the eating quality is all that could be desired in a watermelon, the sparkling red flesh is very sweet and entirely free from hard centers or stringiness, yet the flesh is very firm and compacted and will not break when sliced (see cut). The size is uniformly large, color of rind, yellowish grey and almost as tough as that of the Citron, ripens early, will keep in good condition for a long time after picking and stand long distance shipping better than any other melon; for comparison I claim it will carry 1,000 miles distance and ship back over the same route and open entirely satisfactory.

Another important feature, the rind will not sunburn, and will keep in good condition for several days in the sun after becoming ripe, while all dark rind melons will blister yellow on the top, which renders it unsaleable.

The IRISH GREY is beyond the experimental stage and you need not hesitate to plant it extensively. It is the best home market melon as well as the best shipper, you will make no mistake to try it. The photographs shown here only give you a faint idea of what the melon is like, but you will note the smooth outline of the single melon as well as the enormous crop shown by the field view, also note the firmness of flesh shown in the slice half-inch thick, this melon was picked two weeks before slicing and had lost none of its delicious flavor. Price \$1.00 lb.; 50 lbs. \$.90.

CUCUMBERS

Extra selected stock. A marked improvement over all other strains of White Spine, and since its introduction a few years ago it has proven a most profitable variety with all truckers who have grown it, bringing better prices in the Philadelphia, Boston and New York markets than any other variety. The vine is very hardy, and its earliness has been developed until the first fruit is ready for shipment a week or more in advance of the best White Spine. The color is a clear, rich green, brilliant and permanent to an extraordinary degree. Its shapely form is well shown in photograph. In productiveness it ranks first, the cucumbers being set in profusion, close to the hill, and of unequalled symmetry and uniformity. While this is the best sort for market and shipping, there is no better variety for the home garden. Pound, 80 cents; 10 pounds, 75 cents; 100 pounds, 70 cents.



Peerless White Spine

FINE PAPER-SHELL and Seedling PECAN NUTS. State quantity wanted. Will quote lowest price. THE HOME OF THE PAPER-SHELL PECAN.



KLECKLEY SWEET OR MONTE CRISTO

THIS FAMOUS SWEETEST OF ALL WATERMELONS, introduced several years ago and has become immensely popular, and no doubt is more universally grown than any other sort. While the skin is too tender to admit of the fruits being shipped any great distance to market, it is most desirable to plant for home use or nearby markets. Fruits are oblong in form, dark green skin, very thin rind. Flesh bright scarlet, with broad, solid heart. Flesh crisp, sugary and melting, entirely free from stringiness. The melons average from 18 to 22 inches in length, by 10 to 12 inches in diameter, of handsome appearance and superior quality. The melons ripen quite early. The seed I offer of this variety were saved from the very choice selections of uniform size and types. Price, 50c lb.

SALMON TINTED POLLOCK NO. 25 CANTALOUPE

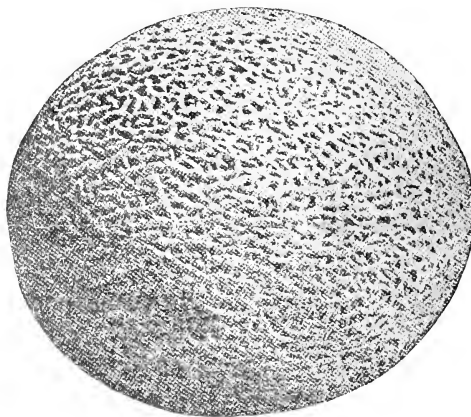
This melon has been grown for market only a few years extensively, and it has won a good reputation as one of the very best for long-distance shipping.

The vines are highly rust-resistant. The meat of very fine texture, is deep and firm. Color of meat green one-half the depth from the rind, the remaining one-half a rich salmon, giving it an attractive appearance.

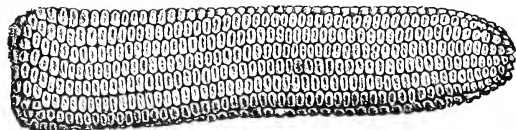
The netting is closely laced and interlaced, there being a subnetting underneath the outer netting.

The size runs from standard to jumbo and it yields a very heavy crop. This is the favorite sort with California growers.

Price, 85c pound.



FLORIDA FLINT CORN



Flint Corn, large, strong growing plant, with luxuriant dark green leaves and large stalk. Ears large, with from 12 to 16 rows, kernels broad and long, cob medium size. I have never known this corn to fail in making a heavy crop. $\frac{1}{4}$ bushel \$1.25; $\frac{1}{2}$ bushel \$2.00; bushel \$3.50; 10 bushels \$3.25.

A product of my own which I have succeeded in perfecting after years of careful selection from the choicest native Florida Flint Corn. By carefully selecting the seed each year, and allowing the blades to remain on the stalk until it was thoroughly matured, I have built up a strain of exceptionally fine